

# The Manchester Road Race

**November 23, 2023**



**A helpful Road Map  
to discover your  
best sponsorship  
or promotional tie-in  
with Connecticut's  
largest and most popular  
road race.**

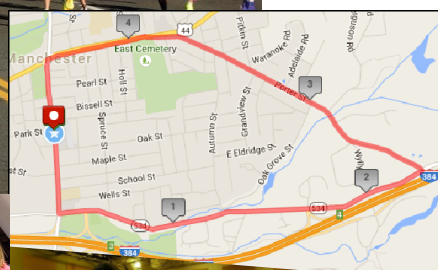
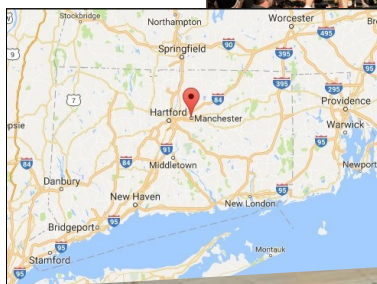


## In many remarkable ways, The Manchester Road Race is the “heart” of Manchester, Connecticut.

- 87 years of Thanksgiving Day tradition!
- 12,000+ in-person and virtual runners!
- 35-40,000 spectators!
- 500+ volunteers!
- Terrific press coverage!



- Incredible community passion and engagement!
- Upbeat, family-friendly reputation!
- Impeccable financial record. Many proceeds are donated to local charities!



Clockwise from top: Thanksgiving Day Race starting on Main Street. Map of the 4.748-mile course. Saturday morning Sports Expo. Veterans' Row on Race Day. Blood Drive held on Friday after the Race. Press conference preceding the Race. Map of CT showing Town location. In center: the Little Manchester Road Race, which has grown to as many as 1,100 runners age 12 and under!



Example of Sponsorship Levels

Principal  
Sponsors:  
see page 4

Contributing  
Sponsors:  
see page 5

Supporting &  
Promotional  
Sponsors:  
see page 5

Media  
Sponsors:  
see page 6

# The Manchester Road Race

Principal Sponsors





Contributing SponsorsMedia Sponsors



  
fox61.com



  
courant.com

  
BROADCAST • 24 • STREAMING • ON DEMAND

  
The JI tells it like it is. Somebody has to.

Supporting & Promotional Sponsors

  
EASTERN CONNECTICUT PATHOLOGY CONSULTANTS  
www.ecpciob.com



  
COMMUNITY CHILD GUIDANCE CLINIC













  
Life Plan Retirement Community



  
Daniel M. Velazquez, M.D.  
www.sportsmedcenter.com



Other Supporters

Town of Manchester

Manchester Police Department

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Other Supporters: see page 6

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ManchesterRoadRace.com



The Manchester Road Race



The Manchester Road Race has never had a **Title or Presenting Sponsor** but is open to explore possibilities with any interested party. A significant multi-year financial investment would be required. Please contact us to begin the process.

## Principal Sponsors

A **Principal Sponsor** for the Manchester Road Race makes a Sponsorship Investment of \$25,000 or more. We only accept four multi-year sponsorships at this level. **Benefits include:**

- Exclusivity for business category in all tiered sponsorships (Principal, Contributing, Supporting) *Program ads, promotional sponsorships, and broadcast ads and promotions sold by our media partners are not covered by this agreement. Please see page 7 for more details.*
- Mention in MRR publicity, press releases, event announcements, etc. including Finish Line PA announcements on Race Day and mentions on Fox 61 TV.
- Logo on Start/Finish banner for at least a two week period and on Race Day.
- Logo on all Race participant numbered bibs.
- Logo on Race sponsor backdrop used for many Road Race week events.
- Logo/tag prominent on all Road Race banners, posters and printed communications.
- Logo/tag prominently displayed at all Race events.
- Logo/tag prominently displayed on all MRR web site pages.
- Full page ad in Road Race Souvenir Program Magazine.
- Top logo/listing on Sponsor Page of Road Race Souvenir Program.
- Inclusion in the Road Race TV/web package including all production costs. (Package includes spots on Fox CT, the TV and radio broadcast of the Road Race, spots on local cable TV and radio stations, print ads in the *Hartford Courant* and *Journal Inquirer*, plus full-page ad in Souvenir Program and website advertising.)
- Prominent logo ID on pre-Race and Race Saturday (Expo and Little MRR) posters
- Invitations to/passes for all VIP events, receptions, press conference luncheon, and press area.
- Acknowledgment in the program/announcement for any Road Race Running activities.
- Right of first refusal on all new or special MRR sponsorship promotional opportunities.

## Contributing Sponsors

A **Contributing Sponsor** for the Manchester Road Race makes a Sponsorship Investment of \$10,000 to \$25,000. **Benefits include:**

- Exclusivity for business category in tiered sponsorships (Principal, Contributing, Supporting)
- “Presenting” Sponsor for one Road Race event (Health & Fitness Expo, Volunteer Dinner, VIP Reception, Awards Ceremony, Kick-off Luncheon, Little Manchester Road Race, etc.)
- Logo/tag on “fence” banner near Start/Finish line.
- Logo on all Road Race banners, posters, and printed communications.
- Logo displayed at Road Race events (press conference, blood drive)
- Logo/tag displayed on all MRR website pages.
- Quarter page ad in Road Race Souvenir Program (or credit against larger ad at special Sponsor rate) and logo on Sponsor Page.
- Optional inclusion in the Road Race TV/Web/Program Promotional Sponsor package.

## Supporting / Promotional Sponsors

A **Supporting** or **Promotional Sponsor** for the Manchester Road Race makes a sponsorship investment of \$2,500 to \$10,000. Depending on the nature of the sponsorship and sponsorship investment, sponsors at this level may be included in the Road Race TV/web/program promotion. **Benefits include:**

### **Basic Package: \$2,499 including all production costs (Promotional Value: \$4,645)**

- 10 spots on Fox 61 TV (WTIC & WCCT), 30 spots on local cable TV, and 1 spot on Fox 61 TV’s Race telecast.
- Spots on radio during Race Day broadcasts.
- Website ad/link on “Results” Page until next Spring.
- Logo on website “Sponsor Page” until next Spring.
- Logo on ads in the *Hartford Courant* and *Manchester Journal Inquirer*.
- 1/4-page full-color ad in Souvenir Program (or credit against larger ad at “sponsor” rate).
- Logo and/or sponsor listing on Road Race poster, program and selected communications.
- Optional participation in Health & Fitness Expo, Virtual Expo/Goodie Bag.

### **Full Package: \$3,299 including all production costs (Promotional Value: \$8,385)**

- 20 spots on Fox 61 TV (WTIC & WCCT), 60 spots on local cable TV, 2 spots on Fox 61 TV’s Race telecast.
- Spots on radio during Race Day broadcasts.
- Website ad/link on “Results” Page until next Spring.
- Logo on “Sponsor Page” until next Spring.
- Logo on ads in the *Hartford Courant* and *Manchester Journal Inquirer*.
- ½ page ad in Souvenir Program (or credit against larger ad at “sponsor” rate).
- Logo and/or sponsor listing on Road Race poster, program and selected communications.
- Optional participation in Health & Fitness Expo, Virtual Expo/Goodie Bag.

### **Super Sized Package: \$3,999 including all production costs (Promotional Value: \$12,185)**

- 28 spots on Fox 61 TV (WTIC & WCCT), 85 spots on local cable TV, 3 spots on Fox 61 TV’s Race telecast.
- Spots on radio during Race Day broadcasts.
- Website ad/link on “Results” Page until next Spring.
- Logo on “Sponsor Page” until next Spring.
- Logo on ads in the *Hartford Courant* and *Manchester Journal Inquirer*.
- Full-page, full-color ad in Souvenir Program.
- Logo and/or sponsor listing on Road Race poster, program and selected communications.
- Optional participation in Health & Fitness Expo, Virtual Expo/Goodie Bag.

# Special Sponsorships & Advertising Opportunities

In recent years, The Manchester Road Race has created other sponsorships. We're always willing to discuss the creation of new, mutually-beneficial promotional sponsorships with potential sponsors. If you have an idea, tell us!

**Virtual Expo and Goodie Bags** - Runners have exclusive access to offers from participating sponsors and advertisers, for free samples and discounts on merchandise and services. Security of runner information is assured. Ask about pricing.

**Veterans' Row** — This venue honors runners in all branches of our armed forces, both active and retired. Sponsors are recognized in special newspaper ads, radio and TV segments, mailings to various military and veteran groups, social media posts, and on-site during the military reception at the Viet Nam Veterans Memorial. Sponsorships range from \$500 to \$8,500.

**King & Queen of the Hill** – This "Race-within-a-Race" determines the first male and female runners to reach the top of the hill near Highland Park Market. Includes special promotion, cash awards for winners and sponsorship opportunities at \$3,000 each.

**Health & Fitness Expo (November 19, 2022)** - This popular event on the Saturday before the Race is located at Manchester High School, which has excellent capacity for exhibitors and attendees. \$5,000.

**Little Manchester Road Race (November 19, 2022)** – The Little Manchester Road Race has grown to include as many as 1,100 runners ages 12 and under. Sponsorship packages range from \$3,000 (e.g., the parachute team) to \$10,000.

## Manchester Road Race Program Advertising -

16,000 copies of the full-color 2023 Manchester Road Race Souvenir Program will be distributed during Race week, including during Road Race Saturday. Rates range from \$295 to \$2,795 and include color.

### Regular Display Advertising

Ad Size	Inches	Cost
Full Page	8" x 10"	\$1,695
1/2 Page	8" x 5"	995
1/3 Page	8" x 3"	785
1/4 Page	4" x 5"	565
1/6 Page (Vertical)	2 1/2" x 5"	395
1/6 Page (Horizontal)	5" x 2 1/2"	395
1/12 Page	2 1/2" x 2 1/2"	295

### Special Position Advertising

Position	Inches	Cost
Inside Front Cover	8" x 10 1/2"	\$1,895
Opposite Contents	8" x 10 1/2"	1,895
Inside Back Cover	8" x 10 1/2"	1,795
Back Cover	8 1/2" x 11"	1,995
Center Spread	17" x 11"	2,795
<b>Color Charges</b>		
PMS color match		695
Full Process Color		No charge

**Spaghetti Dinner** - Held the evening prior to the Race, this dinner is a hit with runners new and old! \$5,000.

**Press Conference & Kick-off Luncheon** - The week prior to the Race, we hold a comprehensive Press Conference and Luncheon attended by VIPs, journalists and sponsors. It's an exciting beginning to everything happening during Race Week. Ask about pricing.

**Press Room** - Located near the start/finish line, the Press Room is buzzing with activity by the TV, radio, print and online journalists who cover the Race. It's also the home of the "live" WTIC 1080 AM News/Talk radio broadcast. Ask about pricing.

**Official Pace Car** - Enjoy enormous visibility with the live crowd and Fox 61 TV viewers! Ask about pricing.

**Official Timekeeper** - This exclusive sponsorship comes with exceptional prestige, responsibility and visibility. Ask about pricing.

**High School Athlete Luncheon** - An excellent way to build awareness among high school athletes and coaches. \$5,000.

**Volunteer Breakfast** - The Race relies on the efforts of hundreds of uncompensated volunteers. This sponsor helps us to say THANK YOU by hosting a special breakfast at the start of Race Week. \$3,000.

**Virtual Race App** - The Race has many fans who cannot be in Town for the actual Race, so they can officially run the Race virtually by using our phone app, and be reminded every time they log in of a great Race sponsor. \$5,000.

**Blood Drive** - One of the largest blood drives in the State takes place on Race Weekend. ECHN is our primary sponsor, but smaller sponsorships are available to help to defray the growing expense of this life-saving community event. \$5,000.

**Costume Contest** - People are passionate about the Race, and express themselves very creatively and uniquely. \$2,500.

**Other non-sponsor promotion elements** - On a space available basis, non-sponsors may participate in the Health & Fitness Expo OR the Virtual Expo & Goodie Bag website for a \$500 fee, or combine this with a 1/4-page Program ad for a \$995 fee.



## Other Promotional Opportunities

In addition to “official” Manchester Road Race Sponsorship and Advertising opportunities, several of our media sponsors have special promotions that they sell through their network of sales representatives. For example, you may be contacted by some of these outlets.



FOX 61 TV (WTIC & WCCT) is our television sponsor, and does a remarkable job each year. The station is offering a variety of advertising packages related to the Manchester Road Race. For details, please contact Eileen Armas at 860-723-2127 or [earmas@fox61.com](mailto:earmas@fox61.com).



The *Hartford Courant* is the largest-circulation newspaper in Connecticut and a long-time newspaper sponsor. The publication is offering a variety of print and online advertising packages related to the Manchester Road Race. For details, contact MacKenzie Lisciotti at 860-241-3414 or [mlisciotti@courant.com](mailto:mlisciotti@courant.com).



WTIC News/Talk 1080 is a proud media sponsor and is offering a variety of sponsorship opportunities including Vignettes, Broadcast, and Team Sponsorships in addition to the ability to purchase on-air commercials associated with your involvement in the Manchester Road Race. Please contact Jason Hall, General Sales Manager, At 860-677-6700 or [jason.hall@audacy.com](mailto:jason.hall@audacy.com).



The *Journal Inquirer* is Manchester's “home town” newspaper. The publication is offering a variety of print and online pre-Race, day-of-Race, and post-Race special sections and inserts. For details, please contact Joseph Torneo at 860-949-3179 or [joseph.torneo@hearstmediact.com](mailto:joseph.torneo@hearstmediact.com).





## The Manchester Road Race

**November 23, 2023**

Primary Sponsorship Contact: Jerry O'Connor  
(615) 454-2060, (860) 874-5783 or [ocoandasoc@aol.com](mailto:ocoandasoc@aol.com)

Secondary Sponsorship Contact: Drew Crandall  
(860) 871-6500 or [MRR@keeptouch.com](mailto:MRR@keeptouch.com)

[ManchesterRoadRace.com](http://ManchesterRoadRace.com)